

Message Text

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TO AMEMBASSY TOKYO

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FOR STRONG

E.O.11652:NA

TAGS: BEXP JA

SUBJECT: CONSUMER GOODS PROMOTION '75 (CGP) SATURATION PROGRAM

REF: T-12151

1. REFTEL T-12151 PARAGRAPH 1 FEES ARE CORRECT. OIM IS NOT REPEAT NOT TREATING THE SLOTS OF CONSUMER GOODS PROMOTION '75 (CGP '75) AS SEPARATE SHOWS. OIM PROCUREMENT AND PROMOTION IS A SINGLE EFFORT WITH PARTICIPATING CLIENTS TO BE ASSIGNED TO TIME FRAME MOST SUITABLE FOR THEIR PRODUCTS. THE OVERSEAS CHARACTER OF THE PROMOTION SHOULD BE A SINGLE SATURATION EFFORT AS DISCUSSED AND AGREED UPON WITH T.C.D. DURING RECENT CONSULTATION.

2. T.C. PROMOTION EFFORTS FOR CGP '75 SHOULD BE DESIGNED TO ATTRACT SELECTED PRIME END-USERS, DEPARTMENT STORE CHAINS, GENERAL RETAILERS, DISTRIBUTORS AND AGENTS AND ALSO INCLUDE THE PLANNED IN-STORE PROMOTIONS OF DAIMARU, HANKYU MATSUKAWA AND MARUIMAI DEPARTMENT STORES, AND ANY EXHIBIT EXERCISE THAT USATEX CAN BE PERSUADED TO UNDERTAKE ON ITS UNCLASSIFIED

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OWN AT THAT TIME AT A LOCAL HOTEL. ALTHOUGH LAST 2 EVENTS

ARE BEYOND TRADE CENTER CONTROL BUT NOT INFLUENCE, THE
NORMAL ACCRUAL OF ANY ADVERTISING CAMPAIGNS DERIVED
FROM THE IN-STORE PROMOTIONS AND USATEX EFFORT CAN
ONLY ADVANTAGEOUSLY COMPOUND OR MULTIPLY OVERALL THE
IMPACT OF U.S. CONSUMER GOODS PRESENCE IN THE JAPANESE
MARKET-PLACE AND BECOMES DRAMATICALLY A STRONG PROMOTION
ACTIVITY ON BEHALF OF THE USTC'S DUAL CGP '75 EFFORT.
OIM ENTHUSIASTIC IN SUPPORT OF SATURATION PROMOTION
EFFORT AND HOPE ITS SUCCESS AS A FORMAT WILL LEAD THE
WAY TO DUAL CGP'S AT OTHER TRADE CENTERS. BASED UPON
ABOVE, ADVISE OVERALL PROMOTION CONCEPT FOR CGP '75.
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